

TIME: 3:29  
DATE: TUES.  
SPONSOR: PLEASANT TIME  
SOLICITOR: NE

A PICTURE IS WORTH A THOUSAND WORDS, SO THEY SAY---BUT  
PHOTOGRAPHS ARE WORTH MUCH MORE---ESPECIALLY IF YOU ARE  
THE PHOTOGRAPHER. THE PLEASANT TIME SHOP ~~XXXXXXXXXXXX~~  
ON MAIN STREET IS THE PERFECT HEADQUARTERS FOR BUDDING CAMERA FANS.  
THE SHOP HAS JUST OPENED A BRAND NEW DEPARTMENT OF ~~PHOTOGRAPHY~~  
PHOTOGRAPHIC EQUIPMENT. / FOR THE EXPERIENCED CAMERA FAN  
OR THE BEGINNER--THE PLEASANT TIME SHOP OFFERS A  
COMPLETE LINE OF CAMERAS, ATTACHMENTS AND FILM. JUST  
NAME IT, THEY'VE GOT IT ....AND THE PRICE RANGE IS REASONABLE.  
REMEMBER TOO...THAT THE PLEASANT TIME SHOP HAS 24 HOUR  
SERVICE ON FILM DEVELOPING. / THE PROM SEASON IS A  
WONDERFUL TIME TO TAKE PICTURES-- AND THE PLEASANT TIME  
SHOP ON MAIN STREET IS THE PLACE TO GET YOUR SUPPLIES.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE,  
NORTHAMPTON. THE CORRECT TIME IS NOW: 3:30 P.M.

ANNOUNCER'S SIGN.

3/9/54

TIME: 7:20  
DATE: JUNE 2  
REPORTER: PLEASANT TIME  
COLLECTOR: ME

A PICTURE IS WORTH A THOUSAND WORDS, SO THEY SAY--- BUT  
PHOTOGRAPHS ARE WORTH MORE--- ESPECIALLY IF YOU ARE  
THE PHOTOGRAPHER. AND PLEASANT TIME 1902  
ON MAIN STREET IS THE PERFECT HEADQUARTERS FOR BUSINESS CONCERN  
THE SHOP HAS JUST OPENED A GRAND NEW DEPARTMENT OF PHOTOGRAPHY  
PHOTOGRAPHIC EQUIPMENT. FOR THE EXPERTS AND FOR THE  
ON THE OTHER--- THE PLEASANT TIME SHOP OFFERS A  
COMPLETE LINE OF CAMERAS, ATTACHES, AND FILM. JUST  
NAME IT--- WE'VE GOT IT... AND THE PRICE RANGE IS REASONABLE.  
REMEMBER TOO... THAT THE PLEASANT TIME SHOP HAS 25 YEARS  
EXPERIENCE ON FILM DEVELOPMENT. THE WORK IS A  
WONDERFUL TIME TO TAKE PICTURES--- AND THE PLEASANT TIME  
SHOP ON MAIN STREET IS THE PLACE TO GET YOUR SUPPLIES.

YOU ARE TUNED TO 600, YOUR THE VOICE OF ENTIRE COUNTRY  
THE CORRECT TIME IS NOW: 3:30 PM.

RECEIVED 5/1/24